

# INTERAGENCY FOREIGN SERVICE NATIONAL EMPLOYEE POSITION DESCRIPTION

Prepare according to instructions given in Local Employee Position Classification Handbook, Appendix B and 1979 A-3606

1. POST USAID/Quito	2. AGENCY USAID/Ecuador	3. POSITION NO. 00011891G
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**4. REASON FOR SUBMISSION**

☐ a. Reclassification: This position replaces  
 Position(s) No. \_\_\_\_\_, (Title), \_\_\_\_\_ (Series) \_\_\_\_\_ (Grade) \_\_\_\_\_  
 No. \_\_\_\_\_, (Title), \_\_\_\_\_ (Series) \_\_\_\_\_ (Grade) \_\_\_\_\_

☒ b. New Position: **Development Outreach and Communications Specialist (DOC)**

☐ c. Other (explain)

5. CLASSIFICATION	Position Title and Series Code	Grade	Initials	Date
a. Post Classification Authority	<b>DEVELOPMENT OUTREACH AND COMMUNICATIONS SPECIALIST (DOC)</b>		SCH	
b. Other				
c. Recommended by Initiating Office			JF	

6. POST TITLE OF POSITION (If any) Development Outreach and Communications Specialist	7. NAME OF EMPLOYEE VACANT
8. MISSION OR OFFICE USAID Ecuador	c. Third Subdivision
a. First Subdivision Strategic Development Office (SDO)	d. Fourth Subdivision
b. Second Subdivision	e. Fifth Subdivision
9. This is a complete and accurate description of the duties and responsibilities of my position.  VACANT Signature of Employee _____ Date _____	10. This is a complete and accurate description of the duties and responsibilities of this position.  N/A Signature of Local Supervisor _____ Date _____
11. This is a complete and accurate description of the duties and responsibilities of this position. There is a valid management need for this position.  Jeannie Friedmann, Prog. Officer/Assistant M.D. Signature of American Supervisor _____ Date _____	12. I have satisfied myself that this is an accurate description of this position, and I certify that it has been classified in accordance with appropriate Local Employee Position Classification Handbook (LEPCH) standards. Susan Cheung, REXO Signature of Administrative or Personnel Officer _____ Date _____

**13. BASIC FUNCTIONS OF POSITION**

The Development Outreach and Communications Specialist (DOC) will manage the full range of public information and outreach activities in support of USAID/Ecuador's programs and objectives, targeting information to specific audiences such as youth, women, political leaders, afro-Ecuadorians, or indigenous groups in both the U.S. and Ecuador, in accordance with the Mission's strategy and evolving circumstances. The DOC will design and carry out USAID's communications strategy in Ecuador and provide support to the Mission's Afro-Ecuadorian and indigenous internship program.

**14. MAJOR DUTIES AND RESPONSIBILITIES (See Continuation Sheet)**

Specific duties include but are not limited to the following:

**Communications Strategy and Implementation (35%)**

- Lead the Mission's outreach and communications efforts and ensure overall quality and coherence of the Mission's communications and outreach products and initiatives.
- Lead the Mission's communications and outreach team, comprised of a representative from each technical office. (see continuation sheet)

## 15. DESIRED QUALIFICATIONS

- a. **Education:** An undergraduate degree in a field relevant to communications, journalism, business management, political or economic development, policy, or social sciences is required.
- b. **Prior Work Experience:** At least one year of relevant experience is required. Relevant experience is defined as work in journalism, public relations, communications, outreach, presentations, and/or related tasks. Experience must have provided the opportunity to interact with media, prepare talking points, draft speeches, and prepare press releases. Experience in project development and/or management is desirable. Experience working with U.S. Government or international development projects is highly desirable. Experience operating in sensitive political environments and experience in adjusting public messages according to these sensitivities is desirable. A record of timely delivery of accurate communications products on short deadlines is required.
- c. **Post Entry Training:** Subject to availability of funds, Development Outreach and Communications training offered by USAID's Bureau for Legislative and Public Affairs will be provided if the DOC has not already completed it.
- d. **Language Proficiency:** Level III (good working knowledge) English written/oral and Level IV (fluent) Spanish written/oral required in order to be able to perform her/his major duties.
- e. **Knowledge:** Strong and demonstrated knowledge of the principles and practices of public relations, media relations, and journalistic writing and reporting techniques. Knowledge of technical aspects involved in the production of different public outreach activities. Knowledge of USG regulations and procedures; must have good working knowledge of Microsoft tools, internet and e-mail. Knowledge of Ecuadorian political and economic context is desirable.
- f. **Skills and Abilities:** Demonstrated ability to exercise sound, independent, professional judgment. Excellent organizational and critical thinking skills. Excellent written and verbal communication skills with a demonstrated ability to translate technical material into easy-to-understand narrative. Exceptional interpersonal skills with the ability to influence relationships positively. Superior project management skills and the ability to take initiative working with the direction of management; must be able to take ownership of projects, creatively problem solve and see through to completion. Maintain superior levels of professionalism while working under pressure in a fast-paced and sometimes difficult environment. Willingness to assume duties and responsibilities in all communications areas, as needed. Strong working knowledge of Microsoft Word, PowerPoint, and social media applications. Familiarity using a digital camera.

## 16. POSITION ELEMENTS

- a. **Supervision Received:** The Director of USAID's Strategic Development Office will supervise the Development Outreach and Communications Specialist. Assignments are made orally and in writing. Most assignments occur in the normal course of work, but the DOC is required to determine those that should be coordinated with the Supervisor. The Supervisor provides a review of the assignment, the goals and objectives to be achieved, and the results expected. The DOC will seek advice and assistance as required. Work is reviewed in terms of results achieved.
- b. **Available Guidelines:** USAID's Evaluation Policy, Automated Directives System (ADS), Graphic Standards Manual, and periodic messages from the Director of International Communications will provide guidelines to the Development Outreach and Communications Specialist in performance of his/her duties.
- c. **Exercise of Judgment:** The Development Outreach and Communications Specialist will exercise judgment in application of communications-related policies and regulations including the ADS and USAID's Branding and Marking Policy. The DOC will use judgment in determining the specific media, events, contacts, and messages that USAID/Ecuador will use to implement its communications strategy. The DOC will also exercise judgment in determining when, where, how, and with whom USAID's communications efforts need to be coordinated with the Embassy's PAS office, with implementing partners, and with technical teams. The DOC will determine when to seek input from Mission management on communications decisions and when to move forward independently on communications tasks.
- d. **Authority to Make Commitments:** The Development Outreach and Communications Specialist will not have authority to make monetary or policy commitments on behalf of USAID or the US Government.
- e. **Nature, Level, and Purpose of Contacts:** The Development Outreach and Communications Specialist will interact with the Chiefs of Party and communications managers of USAID's implementing grantees and contractors, with members of USAID's technical offices, and on occasion may manage implementation of media or public information campaigns. S/he may have contacts within the Ecuadorian press and media. The DOC will also maintain close working contact with the Embassy's PAS office.
- f. **Supervision Exercised:** The Development Outreach and Communications Specialist will not supervise any other staff but will provide guidance and advice to USAID staff and implementing partners to coordinate messages and achieve communications goals.
- g. **Time Required to Perform Full Range of Duties after entry into the Position:** It is expected that the Development Outreach and Communications Specialist will be able to perform the full range of duties in this position description within one year of entry into the position.

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#### **14. MAJOR DUTIES AND RESPONSIBILITIES (Continuation)**

##### **Communications Strategy and Implementation (35%) (cont.)**

- Train USAID/Ecuador's technical staff in support of their outreach roles. Oversee the integration of communications in the project design and implementation processes.
- Serve as the senior advisor to Mission management regarding all public information, media relations, and outreach matters.
- Maintain up-to-date knowledge of all USAID/Ecuador activities and processes, as well as a keen awareness of political and policy issues.
- Work with and support the Mission's Special Development Assistance Activity program and Afro-Ecuadorian and indigenous internship program on outreach and communications.
- Advise USAID/Ecuador staff and implementing partners on developing appropriate public information programs and initiatives.
- Serve as a resident expert on USAID branding and style guidelines, ensuring regulations are followed by recommending revisions and appropriate application as outlined in ADS 320 and the Agency's Graphic Standards Manual, and working with the Contracting/Agreements Officer who serves as the authority.
- Oversee and provide trainings as needed to USAID staff and implementing partners on the appropriate use of branding and marking; work closely with C/AOTRs to ensure adherence to branding in the field; and, seek guidance from LPA on any disputes or waiver requests.
- Coordinate with the Embassy's Public Affairs Section, U.S. Military, other U.S. government agencies (e.g. Peace Corps, Dept. of Agriculture, Narcotics Affairs Section), and USAID implementing partners to achieve maximum exposure and understanding of U.S. development and humanitarian assistance efforts and initiatives in Ecuador, as defined by the Chief of Mission and USAID Mission Director.
- Lead the development of a Mission Communications Strategy and Mission Order on Communications including roles and responsibilities of Mission staff in communications matters.

##### **Public Information and Publicity Materials (25%)**

- Lead information dissemination, media outreach, and public events within the Mission; with the Mission's offices and technical staff; and with non-U.S. government organizations.
- Lead the drafting and dissemination of timely and accurate information, fact sheets, press releases, newsletters, brochures, presentations, responses for requests for information, and all other public information materials relating to USAID/Ecuador's activities, working with the appropriate technical office and Program Office staff. These must be written in clear, concise Spanish, and to the extent possible English, prepared with both the media and general audiences in mind, and designed for print, power points, and web use.
- Lead the preparation of a summary of events, submissions for the Mission's weekly report, and submissions for USAID Frontlines and other USAID or Embassy public information platforms including the Administrator's Blog, Facebook, Twitter, YouTube and other new or emerging social media platforms.
- Manage the preparation and maintenance of an updated standard information package on the USAID program in Ecuador for briefings and for distribution to the public and the media; and for Washington Legislative and Public Affairs Office, State Department, Congress, etc.; including project summary sheets, maps, photos, information about other donors, and general information about Ecuador.
- Oversee the maintenance of the Mission's website to ensure it is accurate, relevant, and up-to-date.
- Draft and distribute—in coordination PAS and Program Office colleagues—press releases on program successes, project inaugurations, significant developments, etc. Follow up with media to encourage and support coverage of public events.

## **Media and Public Relations (30%)**

- Promote proactive, targeted, information and media outreach activities. These activities are specifically designed to introduce accurate information about USAID programs deep into local, regional and national markets, through the selective use of radio, television, newspapers, magazines, public service announcements, advertisements, billboards; and traditional communications.
- Advise and work with Embassy PAS, Mission management, and USAID staff to expand opportunities to keep local media abreast of USAID/Ecuador programs, including TV, radio and other media. This work may include arranging interviews, briefings, media tours of USAID projects, etc.
- Monitor local and international media coverage, awareness, and attitudes concerning USAID programs and monitor effectiveness of communications efforts. Provide feedback to inform ongoing activities and future programming.
- As directed by Mission management and in collaboration with PAS, respond to inquiries from the general public, media, and other sources about USAID programs and projects.

## **Public Events (10%)**

- Organize and coordinate media events for USAID projects in conjunction with PAS, USAID Mission Director and Assistant Director, technical teams, and implementing partners. These include conferences, openings, ribbon-cuttings, and other ceremonies. Write Spanish-language press releases, speeches, and talking points; organize background briefings for media; compile and disseminate press packets; deal with protocol issues, site selection, staging, and logistical issues; identify and schedule speakers; liaise with U.S. and local government officials; contribute to briefing checklists (BCLs), scene setters, briefing materials and memorandums to the Ambassador or his/her deputies when participating in events; contribute to BCLs and scene setters for USAID's Front Office; provide on-site coordination of media. Follow up with media to ensure coverage of public events. Coordinate the posting of all event information and materials to the Mission website.
- Review and edit news releases, speeches, and talking points drafted by implementing partners for USAID events; review and edit BCLs and Scene Setters drafted by implementing partners for USAID events.
- Submit all news releases and interview requests – in-house and those drafted by implementing partners – to PAS (and LPA, when appropriate) for review and approval.
- Oversee the maintenance of a calendar of USAID program events and its distribution within USAID/Ecuador, to Embassy stakeholders, and to LAC and LPA in Washington.
- Photograph and/or shoot video of USAID events for the USAID and Embassy websites and for USAID/Ecuador's archives.
- Coordinate with Control Officer and/or Embassy on schedules and logistics for VIP visits. Support the preparation of briefing materials, scene setters, and other information products and processes to support these visits.
- Perform other duties as assigned or required.

## **15. DESIRED QUALIFICATIONS (Cont.)**

**b. Prior Work Experience (cont.):** Experience in project development and/or management is desirable. Experience working with U.S. Government or international development projects is highly desirable. Experience operating in sensitive political environments and experience in adjusting public messages according to these sensitivities is desirable. A record of timely delivery of accurate communications products on short deadlines is required.

**f. Skills and Abilities (cont.):** Superior project management skills and the ability to take initiative working with the direction of management; must be able to take ownership of projects, creatively problem solve and see through to completion. Maintain superior levels of professionalism while working under pressure in a fast-paced and sometimes difficult environment. Willingness to assume duties and responsibilities in all communications areas, as needed. Strong working knowledge of Microsoft Word, PowerPoint, and social media applications. Familiarity using a digital camera.

## 16. POSITION ELEMENTS (Cont.)

- a. **Supervision Received (cont.):** The Supervisor provides a review of the assignment, the goals and objectives to be achieved, and the results expected. The DOC will seek advice and assistance as required. Work is reviewed in terms of results achieved.
- c. **Exercise of Judgment:** The DOC will also exercise judgment in determining when, where, how, and with whom USAID's communications efforts need to be coordinated with the Embassy's PAS office, with implementing partners, and with technical teams. The DOC will determine when to seek input from Mission management on communications decisions and when to move forward independently on communications tasks.